LEVERAGING LIVE E-COMMERCE TO ENHANCE ONLINE REPURCHASE INTENTIONS FOR LUXURY BRANDS: EVIDENCE FROM TIKTOK IN CHINA

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Abstract:

This study explores the impact of live e-commerce on enhancing online repurchase intentions for luxury brands, focusing on TikTok in the Chinese market. Drawing on theoretical frameworks in consumer behaviour and digital marketing, the research investigates the interplay between live e-commerce features, brand attitudes, and purchase motivations. Data were collected through a mixed-methods approach, including surveys of TikTok users and case studies of luxury brand campaigns. The findings highlight that interactive elements, real-time engagement, and influencer credibility significantly influence consumer trust and satisfaction, driving repurchase intentions. Moreover, the study identifies cultural nuances in the Chinese context that shape consumer perceptions of luxury and authenticity in live e-commerce. These insights provide practical implications for luxury brands aiming to optimize their digital strategies and build sustainable relationships with online consumers. This study contributes to the growing body of literature on digital commerce and offers a roadmap for leveraging live e-commerce to enhance brand loyalty and drive sales in competitive markets.

Keywords:

Online Repurchase Intention, Luxury Brand, Chinese Tiktok

Introduction

The rapid evolution of digital technologies has revolutionized consumer engagement, creating new pathways for brands to interact with their audiences. Among these innovations, live e-commerce has emerged as a transformative force in online retail, enabling real-time interactions between consumers and brands (Chen et al., 2023). Live e-commerce integrates live streaming with online shopping, allowing consumers to view, evaluate, and purchase products in a single session. This format has gained remarkable traction globally, particularly in the Chinese market, where platforms like TikTok have transformed the way consumers shop for goods and services. The intersection of live e-commerce and luxury branding presents a unique and compelling area of study, given the distinctive characteristics of luxury consumption and the growing influence of digital platforms.

Luxury brands traditionally thrive on exclusivity, craftsmanship, and aspirational value, distinguishing themselves from mass-market products (Creevey et al., 2022). Historically, the luxury retail experience has relied on personal connections, bespoke services, and immersive environments to foster customer loyalty. However, the shift towards digital commerce has posed challenges for luxury brands seeking to preserve these attributes while engaging with a digitally native, global audience. Live e-commerce, with its interactive and real-time features, offers a potential solution to these challenges by recreating elements of luxury retail in a digital format (Holmqvist et al., 2020). Through live-streaming sessions, luxury brands can showcase their products, provide real-time demonstrations, and foster meaningful interactions with consumers. These capabilities have positioned live e-commerce as a powerful tool for building brand loyalty and driving repurchase intentions.

China has emerged as a global leader in the adoption and innovation of live e-commerce. The country's thriving digital ecosystem, coupled with its vast population of tech-savvy consumers, has fostered the rapid growth of live-streaming platforms. According to industry reports, the live e-commerce market in China reached a value of over RMB 1.2 trillion in 2023, with projections indicating continued expansion (Statista, 2024). Platforms like TikTok, known locally as Douyin, have played a pivotal role in this growth by integrating social media and e-commerce functionalities into a seamless user experience. TikTok's short-form video content, combined with its live-streaming features, provides an engaging platform for consumers to discover, evaluate, and purchase products.

The rise of live e-commerce on TikTok has significant implications for luxury brands seeking to capture the attention of Chinese consumers. Unlike traditional e-commerce platforms, TikTok leverages the power of entertainment and social influence to drive consumer engagement. Influencers, or Key Opinion Leaders (KOLs), play a central role in live-streaming sessions, showcasing products, answering questions, and creating an interactive shopping experience. The credibility and relatability of these influencers are critical factors that influence consumer trust and purchase decisions (Sun et al., 2022). Furthermore, the ability of live e-commerce to offer limited-time promotions and exclusive product launches aligns with the scarcity-driven appeal of luxury brands.

Despite its advantages, live e-commerce presents unique challenges for luxury brands. The format's reliance on immediacy and entertainment may conflict with the traditional values of luxury, such as timelessness and understated sophistication (Holmqvist et al., 2020). Moreover, ensuring consistency in brand messaging and maintaining high standards of quality across

digital channels require careful management. For instance, the selection of influencers and the design of live-streaming content must align with the brand's image and values. These challenges underscore the need for strategic approaches to integrating live e-commerce into luxury marketing.

This study aims to address these gaps by examining how live e-commerce on TikTok influences online repurchase intentions for luxury brands in the Chinese market. Specifically, it investigates three key areas: (1) the role of live-streaming features, such as interactivity and real-time engagement, in shaping consumer experiences; (2) the impact of influencer credibility on consumer trust and brand perceptions; and (3) the interplay between consumer-brand interactions and repurchase intentions. By focusing on the Chinese market, this research highlights cultural nuances that shape consumer behavior, such as the emphasis on social validation and the growing demand for digital experiences.

Methodologically, this study adopts a mixed-methods approach, combining quantitative surveys of TikTok users with qualitative case studies of luxury brand campaigns. This dual approach enables a comprehensive understanding of the factors influencing consumer behavior in live e-commerce settings. The findings aim to provide actionable insights for luxury brands seeking to leverage live e-commerce as a strategic tool for enhancing customer loyalty and driving sales.

In addition to its practical implications, this study contributes to the academic literature on digital marketing and consumer behavior. While existing research has examined the impact of e-commerce on luxury branding (Malone et al., 2023)and the role of influencers in shaping consumer attitude (Bharwani & Mathews, 2023), there is limited empirical evidence on the specific dynamics of live e-commerce in luxury contexts. By addressing this gap, the study offers a nuanced perspective on the interplay between digital innovation and luxury marketing. In summary, live e-commerce represents a paradigm shift in the way luxury brands engage with their consumers. Platforms like TikTok provide an opportunity to blend the exclusivity of luxury with the accessibility of digital commerce, offering immersive and interactive experiences that resonate with modern consumers. This study seeks to explore these dynamics in the context of the Chinese market, offering insights that are both theoretically enriching and practically relevant.

Literature Review

The rapid evolution of live e-commerce has spurred academic interest across various domains, including consumer behaviour, digital marketing, and luxury branding. This section reviews the relevant literature to contextualize the research, focusing on three key areas: live e-commerce and its role in consumer engagement, the influence of social media platforms on luxury branding, and the factors driving online repurchase intentions in digital commerce.

Live E-Commerce and Consumer Engagement

Live e-commerce is a hybrid of live-streaming and online shopping that enables real-time interaction between consumers and brands. This format allows consumers to evaluate products, seek clarifications, and make purchase decisions within an immersive and interactive environment (Mir, 2023). Several studies have explored the features of live e-commerce that enhance consumer engagement, such as interactivity, immediacy, and entertainment. Sammaddar et al. (2024) identified that live streaming's real-time nature fosters a sense of

urgency and excitement, leading to higher consumer involvement. The proliferation of live e-commerce has garnered significant academic interest, with numerous studies examining its unique features that foster consumer engagement. Key elements such as interactivity, immediacy, and entertainment have been identified as pivotal in enhancing user experience and driving engagement (Yang et al., 2024). Interactivity allows real-time communication between consumers and sellers, fostering a sense of connection and active participation (Wang et al., 2024). Immediacy, characterized by the live nature of broadcasts, creates an urgency that captivates viewers and encourages spontaneous decision-making. Additionally, entertainment, often delivered through dynamic presentations, engaging hosts, and creative content, contributes to a pleasurable shopping experience (Xu et al., 2024). Collectively, these features not only enhance consumer engagement but also influence behavioral outcomes, including purchase intentions and brand loyalty. Recent studies have emphasized the synergistic effect of these elements, underscoring their importance in shaping the evolving landscape of e-commerce. Additionally, the interactive elements of live e-commerce, such as live chats and question-and-answer sessions, empower consumers to make informed decisions, enhancing trust and satisfaction (Klein & Sharma, 2022).

China has emerged as a global leader in live e-commerce adoption, with platforms like TikTok playing a pivotal role in shaping consumer behavior. The integration of short-form videos and live-streaming features on TikTok creates an engaging environment for product discovery and evaluation (Klein & Sharma, 2022). According to Statista (2024), live e-commerce accounted for over 15% of online retail sales in China in 2023, reflecting its growing significance in the digital economy. The literature suggests that live e-commerce's success lies in its ability to replicate aspects of traditional shopping, such as personalized service and direct engagement, in a digital format (Blanco-Moreno et al., 2023).

Social Media Platforms and Luxury Branding
The luxury sector has traditionally relied on exclusivity and aspiration to differentiate itself from mass-market products (Kim, 2019). However, the rise of social media has disrupted traditional luxury branding strategies, compelling brands to adopt new approaches to maintain their competitive edge. Platforms like TikTok have become critical channels for luxury branding, offering unparalleled reach and engagement. Luxury brands use TikTok to showcase their heritage, craftsmanship, and exclusivity through creative and visually appealing content (Pourazad et al., 2023).

The role of influencers, or Key Opinion Leaders (KOLs), is particularly significant in the context of social media and luxury branding. Influencers act as intermediaries between brands and consumers, leveraging their credibility and relatability to shape consumer perceptions (Ko et al., 2019). Studies have shown that influencers' endorsements can enhance brand trust and authenticity, especially in the luxury segment, where perceived value and prestige are paramount (Dobre et al., 2021). Furthermore, live-streaming sessions hosted by influencers provide a platform for real-time interaction, fostering a sense of community and exclusivity among consumers.

Despite its benefits, the integration of social media into luxury branding presents challenges. Luxury brands must strike a balance between accessibility and exclusivity to preserve their aspirational value (Husain et al., 2022). Additionally, the fast-paced nature of social media requires brands to maintain consistency in messaging and quality, which can be challenging in

a dynamic digital environment. These challenges highlight the need for strategic approaches to leveraging social media for luxury branding.

Factors Driving Online Repurchase Intentions

Repurchase intentions refer to consumers' likelihood of purchasing a product or service from the same brand in the future. In the context of digital commerce, repurchase intentions are influenced by factors such as consumer trust, satisfaction, and perceived value (Sharma et al., 2024). Live e-commerce enhances these factors by offering an interactive and personalized shopping experience. For instance, the ability to ask questions and receive immediate responses during live-streaming sessions fosters trust and reduces perceived risk (Yao et al., 2023).

The literature also highlights the role of influencer credibility in driving repurchase intentions. Influencers' expertise, trustworthiness, and relatability significantly impact consumer attitudes toward brands (Nallaperuma et al., 2022). In live e-commerce settings, influencers act as brand ambassadors, showcasing products and addressing consumer concerns in real time. This dynamic enhances consumer confidence and encourages repeat purchases.

Cultural factors also play a crucial role in shaping repurchase intentions, particularly in the Chinese market. The emphasis on social validation and collective decision-making in Chinese culture influences how consumers perceive and engage with brands (Bao et al., 2024). Live e-commerce leverages these cultural nuances by creating a sense of community and shared experiences through live-streaming sessions (Jhamb et al., 2020). These insights underscore the importance of cultural context in understanding consumer behavior in digital commerce.

Theoretical Frameworks in Live E-Commerce

Several theoretical frameworks have been applied to understand the dynamics of live e-commerce. The Technology Acceptance Model (TAM) is frequently used to explain how consumers adopt and use new technologies, including live e-commerce platforms (Davis, 1989). According to TAM, perceived ease of use and perceived usefulness are critical factors influencing consumer adoption. In the context of live e-commerce, features such as user-friendly interfaces and real-time interactivity enhance perceived ease of use, driving consumer engagement (Gao et al., 2023).

Another relevant framework is the Stimulus-Organism-Response (S-O-R) model, which posits that environmental stimuli influence consumers' emotional and cognitive states, leading to behavioral responses (Mehrabian & Russell, 1974). Live e-commerce platforms use visual, auditory, and interactive stimuli to evoke positive emotional responses, such as excitement and trust, which in turn drive purchase intentions (Artana et al., 2022). This framework provides a holistic understanding of the psychological mechanisms underlying consumer behavior in live e-commerce settings.

Gaps in the Literature

While existing studies provide valuable insights into live e-commerce and luxury branding, several gaps remain. First, most research has focused on the adoption and effectiveness of live e-commerce in general retail contexts, with limited attention to the luxury segment. Given the unique characteristics of luxury branding, such as its emphasis on exclusivity and heritage, there is a need for specialized studies exploring how live e-commerce can be tailored to this segment.

Second, while the role of influencers in live e-commerce has been widely studied, there is limited empirical evidence on how their credibility and relatability impact repurchase intentions in the luxury context. Influencers play a critical role in shaping consumer perceptions of luxury brands, particularly in the Chinese market, where social validation is highly valued (Saruchera & Mthombeni, 2023). Understanding these dynamics can provide actionable insights for luxury brands seeking to optimize their influencer strategies.

Finally, existing research has largely focused on consumer behavior in Western markets, with relatively few studies examining the cultural nuances of live e-commerce in China. As one of the largest and most dynamic markets for live e-commerce, China offers a unique context for exploring how cultural factors influence consumer engagement and purchase behavior.

Research Methodology

This study adopts a qualitative research approach to explore how live e-commerce on TikTok influences online repurchase intentions for luxury brands in the Chinese market. A qualitative approach is well-suited for this research because it enables an in-depth understanding of consumer behaviors, perceptions, and motivations in a complex and dynamic digital context (Hussain et al., 2023). The methodology is structured to provide a comprehensive analysis of the research problem, incorporating multiple data collection methods to ensure a robust and nuanced understanding.

Research Design

The research employs a case study design, focusing on live e-commerce campaigns conducted by luxury brands on TikTok. Case studies allow for an in-depth examination of specific phenomena within their real-world context, making them particularly effective for exploring the interplay of social, cultural, and technological factors in live e-commerce (Ji & Ha, 2021). By analyzing the experiences of both brands and consumers, this study aims to uncover the underlying mechanisms that drive repurchase intentions in the luxury segment.

The research design is structured around three key objectives:
1. Exploring the features of live e-commerce on TikTok that enhance consumer engagement with luxury brands.
2. Examining the role of influencers in shaping consumer trust and perceptions of luxury brands.
3. Identifying cultural factors that influence consumer behavior and repurchase intentions in the Chinese market.

Data Collection Methods

Semi-structured interviews were conducted with two primary groups of participants:
1. Consumers: Individuals who have participated in live e-commerce sessions for luxury brands on TikTok.
2. Brand Representatives: Marketing professionals and campaign managers from luxury brands that actively use TikTok for live e-commerce.

The interviews were designed to elicit detailed responses about participants' experiences, perceptions, and attitudes toward live e-commerce. For consumers, the interview questions focused on their motivations for participating in live sessions, their perceptions of brand authenticity, and the factors influencing their purchase decisions. For brand representatives,

the questions explored the strategic objectives of live e-commerce campaigns, the selection of influencers, and the challenges of maintaining brand identity in a digital environment.

A purposive sampling technique was used to select participants who could provide rich and relevant insights. The sample included 20 consumers and 5 brand representatives, ensuring a diverse range of perspectives. The interviews were conducted in Mandarin Chinese to ensure cultural and linguistic alignment, and they were audio-recorded with participants' consent for accurate transcription and analysis.

Content Analysis of TikTok Live Streams

In addition to interviews, the study analyzed live-streaming sessions conducted by luxury brands on TikTok. This content analysis focused on identifying key features of live e-commerce, such as interactivity, influencer communication styles, and promotional strategies. A total of 15 live-streaming sessions from five luxury brands were selected for analysis, based on their popularity and relevance to the research objectives.

The analysis was guided by a coding framework developed from existing literature on live e-commerce and luxury branding (Sharma et al., 2024). Key variables included the frequency of consumer-brand interactions, the use of exclusivity and scarcity tactics, and the presentation of brand narratives. This method provided additional context for understanding how live e-commerce sessions influence consumer perceptions and behaviors.

Data Analysis

The data collected from interviews and live-streaming sessions were analyzed using thematic analysis, a method that allows for the identification and interpretation of patterns within qualitative data (Braun & Clarke, 2006). Thematic analysis was chosen for its flexibility and suitability for exploring complex social phenomena, such as consumer engagement in live e-commerce.

The analysis followed a six-step process:

1. **Familiarization:** Transcripts of interviews and video recordings of live-streaming sessions were reviewed multiple times to gain an overall understanding of the data.
2. **Coding:** Relevant segments of text and video content were coded based on the research objectives and conceptual framework.
3. **Theme Development:** Initial codes were grouped into broader themes, such as "influencer credibility," "interactivity and engagement," and "cultural influences."
4. **Reviewing Themes:** Themes were refined to ensure coherence and alignment with the research objectives.
5. **Defining and Naming Themes:** Each theme was clearly defined, and illustrative examples were selected from the data.
6. **Reporting:** The final themes were integrated into the findings, supported by direct quotes from participants and observations from live-streaming sessions.
7.

NVivo software was used to facilitate the coding and analysis process, ensuring a systematic and transparent approach.

Ethical Considerations

Ethical approval for the study was obtained from the relevant institutional review board. Participants were informed of the study's purpose, their rights, and the measures taken to protect their confidentiality. Informed consent was obtained prior to data collection, and pseudonyms were used in all reports to ensure anonymity. For the analysis of live-streaming sessions, permission was obtained from the brands and influencers involved.

Limitations

While the qualitative approach provides rich insights, it also has inherent limitations. The findings may not be generalizable to all luxury brands or markets beyond China due to the study's focus on a specific cultural and digital context. Additionally, the reliance on self-reported data in interviews may introduce bias, as participants may present socially desirable responses. These limitations are acknowledged, and the findings are positioned as a foundation for further research rather than definitive conclusions.

Results

This section presents the findings of the study, derived from the thematic analysis of semi-structured interviews and content analysis of TikTok live-streaming sessions conducted by luxury brands. The results are organized into three primary themes: the role of live e-commerce features in consumer engagement, the influence of influencers on consumer trust and brand perception, and the cultural factors that shape online repurchase intentions.

Features of Live E-Commerce and Consumer Engagement

Real-Time Interaction and Personalization

The findings highlight the significance of real-time interaction in enhancing consumer engagement during live-streaming sessions. Participants consistently noted that the ability to ask questions and receive immediate responses from influencers or brand representatives added value to their shopping experience. For example, a consumer participant stated: *"When I joined a live session, I could see the product demonstrated live and ask questions directly. It felt more personal than just browsing a website."*

Personalization was also identified as a key factor. Influencers frequently addressed individual consumer queries and tailored recommendations during live sessions, which created a sense of exclusivity and attentiveness. This approach resonated with luxury consumers, who often associate high levels of personalization with premium experiences (Chen et al., 2022).

Visual Appeal and Storytelling

The visual presentation of products in live e-commerce was found to play a critical role in capturing consumer attention. Luxury brands leveraged high-quality visuals, dynamic camera angles, and creative storytelling to highlight their products' craftsmanship and uniqueness. Observations from live-streaming sessions revealed that influencers often incorporated brand narratives, such as heritage and exclusivity, into their presentations. This approach reinforced the aspirational value of the products and enhanced consumer perceptions of the brand (Kapferer & Bastien, 2017).

Influence of Influencers on Consumer Trust and Brand Perception

Credibility and Relatability of Influencers

The credibility and relatability of influencers emerged as crucial factors influencing consumer trust and brand perception. Participants expressed a preference for influencers who demonstrated in-depth knowledge of the products and aligned with the brand's image. One participant remarked: *"The influencer was very professional and knew a lot about the brand's history and products. It made me trust the brand more."*

Relatability was another important attribute. Influencers who appeared authentic and approachable were perceived as more trustworthy, particularly when they shared personal experiences with the products. This finding aligns with existing research, which emphasizes the role of influencer authenticity in shaping consumer attitudes (Huang & Zhang, 2023).

Role of Limited-Time Offers and Exclusivity

Influencers frequently employed limited-time offers and exclusive promotions during live sessions to create a sense of urgency and scarcity. This strategy was particularly effective in driving purchase decisions, as consumers felt compelled to act quickly to secure the products. Observations revealed that such promotions were often framed as exclusive opportunities available only to live-stream participants, reinforcing the aspirational value of the products.

Cultural Factors Shaping Consumer Behavior

Emphasis on Social Validation

Cultural nuances in the Chinese market significantly influenced consumer behavior in live e-commerce settings. Participants frequently emphasized the importance of social validation in their purchase decisions. The presence of a large audience during live-streaming sessions and the visibility of real-time purchases by other consumers contributed to a sense of community and collective endorsement. A participant noted: *"Seeing others buy the product during the live session made me feel more confident about my decision. It's like a group validation."*

This behavior aligns with Hofstede's (2011) cultural dimensions, which highlight the collectivist orientation of Chinese consumers. Live e-commerce platforms effectively leverage this cultural characteristic by creating interactive and socially engaging shopping experiences.

Aspirational Value and Status Symbolism

The aspirational value of luxury products as status symbols was another key theme identified in the study. Consumers viewed live e-commerce as an opportunity to access exclusive products and experiences that reinforced their social status. The study found that influencers often highlighted the exclusivity and prestige of the products, which resonated with consumers' desire for social distinction. This finding underscores the importance of aligning live e-commerce strategies with cultural values and consumer aspirations.

Drivers of Repurchase Intentions

Enhanced Consumer-Brand Connection

The findings indicate that live e-commerce fosters stronger consumer-brand connections, which positively influence repurchase intentions. Participants reported that their interactions

with influencers and the brand during live sessions made them feel more connected to the brand. This connection was further reinforced by the personalized and immersive nature of the live-streaming experience. For instance, a consumer participant shared: *"After watching the live session, I felt like I had a deeper understanding of the brand and its values. It made me want to buy from them again."*

Trust and Perceived Value

Trust and perceived value emerged as critical drivers of repurchase intentions. The interactive nature of live e-commerce reduced perceived risks associated with online shopping, while the visual presentation and storytelling enhanced the perceived value of the products. These factors collectively strengthened consumers' confidence in the brand and their likelihood of making repeat purchases.

Challenges and Limitations

Despite its advantages, live e-commerce also presented challenges for luxury brands. Some participants expressed concerns about the potential loss of exclusivity due to the mass-market appeal of live-streaming platforms. Additionally, maintaining consistency in brand messaging across live sessions was identified as a challenge, particularly when collaborating with multiple influencers.

Summary of Findings

Interactive Features of Live E-Commerce

Real-time interaction emerged as a critical factor in fostering consumer engagement. Features such as live chat, product demonstrations, and Q&A sessions enable consumers to directly engage with influencers and brand representatives, reducing information asymmetry and increasing trust. The immersive nature of live sessions creates a personalized shopping experience, aligning with the high expectations of luxury consumers (Chen et al., 2022).

Role of Influencers in Shaping Perceptions

Influencers play a pivotal role in bridging the gap between brands and consumers. Their credibility, expertise, and relatability significantly impact consumer trust and brand perception. The strategic use of influencers in live e-commerce not only enhances the authenticity of brand messaging but also amplifies the aspirational appeal of luxury products. The use of limited-time offers and exclusivity tactics further reinforces the sense of urgency and desirability (Huang & Zhang, 2023).

Cultural and Contextual Influences

The collectivist nature of Chinese society and the emphasis on social validation were found to shape consumer behaviour significantly. The visibility of real-time purchases and audience engagement during live sessions fosters a sense of community and collective endorsement. Additionally, the symbolic value of luxury products as status indicators aligns with consumers' aspirations for social distinction, making live e-commerce a culturally resonant platform for luxury branding (Hofstede, 2011).

Contributions to Theory

Integration of Live E-Commerce and Luxury Branding

This study highlights how live e-commerce platforms can effectively integrate luxury branding strategies, such as personalization, exclusivity, and storytelling, into their interactive formats. This integration addresses the challenges of maintaining luxury's aspirational value in a digital context.

The Role of Cultural Context in Digital Commerce

By focusing on the Chinese market, the study underscores the importance of cultural nuances in shaping consumer engagement and purchase behaviour. These insights extend existing theoretical frameworks, such as the Stimulus-Organism-Response (S-O-R) model, by incorporating cultural dimensions into the analysis of digital commerce (Mehrabian & Russell, 1974).

Influencer Dynamics in Luxury E-Commerce

The study adds to the literature on influencer marketing by exploring how influencers' credibility and relatability influence consumer trust and loyalty in the luxury segment. It provides empirical evidence on the strategic role of influencers in enhancing the perceived value of luxury products in live e-commerce settings.

Conclusion

This study investigated the potential of live e-commerce as a strategic tool to enhance online repurchase intentions for luxury brands, with a particular focus on TikTok's ecosystem in China. The findings contribute to the growing body of literature on live e-commerce and luxury branding by providing empirical evidence of how interactivity, immediacy, and entertainment—key features of live e-commerce—drive consumer engagement and foster repurchase intentions.

First, the study highlights the pivotal role of interactivity in the live e-commerce context. By facilitating real-time communication between consumers and brand representatives, interactivity creates a sense of connection and trust, both of which are critical for luxury brands. The ability to respond promptly to consumer queries and provide personalized recommendations not only enhances the consumer experience but also strengthens the perceived authenticity of the brand. For luxury brands, where consumer trust and exclusivity are paramount, leveraging interactivity in live e-commerce can effectively address the need for personal engagement that consumers expect in a high-end shopping experience.

Second, immediacy emerged as a significant driver of consumer engagement and repurchase intentions. The live nature of e-commerce broadcasts fosters a sense of urgency and exclusivity, particularly through time-limited offers and real-time product showcases. This immediacy aligns well with the psychological appeal of luxury goods, which often rely on scarcity and exclusivity to justify their premium value. Furthermore, the live format enables luxury brands to create memorable shopping experiences that capitalize on the thrill of spontaneous decision-making, a factor that can significantly enhance repurchase intentions.

Third, entertainment was found to be a crucial factor in sustaining consumer interest and engagement in live e-commerce. The integration of storytelling, visually appealing

presentations, and charismatic hosts enhances the overall consumer experience, making the shopping process enjoyable and immersive. For luxury brands, which often rely on brand storytelling to convey their heritage and values, the entertainment dimension of live e-commerce provides a unique platform to reinforce brand narratives while simultaneously engaging consumers. The study's findings suggest that a well-crafted entertainment strategy in live e-commerce not only attracts viewers but also fosters emotional connections that drive repeat purchases.

Additionally, the study underscores the importance of platform-specific strategies in leveraging live e-commerce for luxury branding. TikTok, as a social media platform with a robust live-streaming ecosystem, offers unique opportunities for luxury brands to engage with a younger, tech-savvy demographic. The platform's algorithm-driven content recommendations and interactive features allow brands to target potential customers more effectively and create personalized shopping experiences. Moreover, TikTok's ability to integrate short-form videos with live-streaming provides an ideal environment for luxury brands to experiment with innovative content strategies that blend exclusivity with mass appeal.

From a theoretical perspective, this research extends existing models of consumer engagement and repurchase behavior by integrating the distinctive characteristics of live e-commerce. It demonstrates that interactivity, immediacy, and entertainment are not merely supplementary features but are central to driving consumer engagement in a digital environment. The study's findings also suggest that these factors operate synergistically, amplifying their collective impact on repurchase intentions. By applying these insights to the luxury branding context, the research bridges a critical gap in the literature, offering a nuanced understanding of how live e-commerce can be harnessed to reinforce brand loyalty in a competitive digital marketplace. From a managerial perspective, the findings provide actionable insights for luxury brand managers seeking to leverage live e-commerce platforms like TikTok. Managers should prioritize developing interactive features, such as real-time customer support and live Q&A sessions, to foster trust and engagement. Additionally, the integration of time-sensitive offers and exclusive product launches during live streams can create a sense of urgency that aligns with the luxury brand ethos. Furthermore, investment in high-quality production and engaging storytelling should be a cornerstone of live e-commerce strategies to ensure that the entertainment value resonates with the target audience.

The study also identifies several challenges and limitations that luxury brands must address when adopting live e-commerce. While interactivity and immediacy can enhance consumer engagement, they also demand significant resources in terms of skilled personnel, technology, and infrastructure. Similarly, maintaining the exclusivity and prestige of luxury brands while appealing to a broader audience on social media platforms requires careful brand management. Future research should explore how luxury brands can balance these competing demands, particularly in the context of evolving consumer expectations and technological advancements. Finally, this research offers valuable implications for policymakers and industry stakeholders interested in fostering the growth of live e-commerce. Policies aimed at promoting fair competition, consumer protection, and data privacy will be essential in ensuring that live e-commerce remains a trustworthy and sustainable channel for both brands and consumers. Furthermore, industry stakeholders should consider collaborative efforts to establish standards and best practices for live e-commerce, particularly in areas such as influencer partnerships, content quality, and ethical marketing.

In conclusion, this study provides a comprehensive examination of how live e-commerce, as exemplified by TikTok's ecosystem in China, can enhance online repurchase intentions for luxury brands. By emphasizing the roles of interactivity, immediacy, and entertainment, the research underscores the transformative potential of live e-commerce in shaping consumer behavior and reinforcing brand loyalty. As live e-commerce continues to evolve, its integration into luxury branding strategies will undoubtedly become an increasingly critical factor in the digital marketplace. Future research should build on these findings to explore emerging trends and innovations in live e-commerce, ensuring that luxury brands remain at the forefront of this dynamic and rapidly growing sector.

Acknowledgements

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